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ABSTRACT

Results are presented for the fourth annual survey of all U.S. school districts by Quality Educational Data, Inc. Findings are displayed in tabular form and include information on the following: market penetration by major brands of microcomputers in school districts and buildings; school districts that use microcomputers and the brand or combination of brands; growth patterns; relationship between the size of student enrollment and the likelihood of a district having microcomputers; the relationship of instructional dollars per pupil to the presence of microcomputers; shifts in the different brands of microcomputers utilized; the kinds of districts that have microcomputers and specific brands utilized; elementary, junior high, and senior high schools by enrollment with microcomputers; number of microcomputers by brand in the public schools; microcomputer usage by expenditure, enrollment, and grade level; microcomputer units by state; comparison of states with regard to number of students per micro; and the top 50 districts which use microcomputers (JB)

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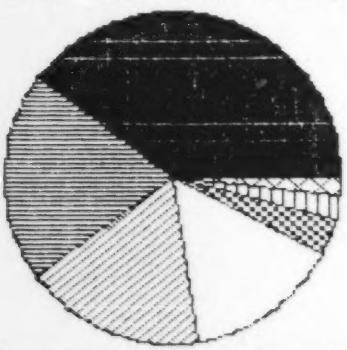
MICROCOMPUTER USAGE IN SCHOOLS
1984-1985
PREPARED BY
QUALITY EDUCATION DATA, INC.

WHAT MICRO BRAND DATA HAS QED GATHERED?

MICROCOMPUTER BRAND

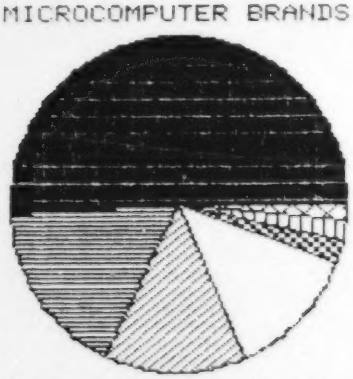


TOTAL NO. OF DISTRICTS
15.1 THOUSAND

- 39.74% APPLE
- 20.37% RADIO SHACK
- 17.46% OTHER BRANDS
- 14.78% COMMODORE
- 3.56% IBM
- 2.27% FRANKLIN
- 1.82% ATARI

These pie charts indicate market penetration by major brands in school districts and buildings during the 1984-1985 school year.

MICROCOMPUTER BRANDS



TOTAL NO. OF SCHOOLS
70.2 THOUSAND

- 51.01% APPLE
- 17% RADIO SHACK
- 13.48% OTHER BRANDS
- 12.63% COMMODORE
- 2.28% IBM
- 1.93% ATARI
- 1.67% FRANKLIN

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Spring 1985

Dear Reader of QED's Microcomputer Usage in Schools:

Thank you for your interest in our original research.

This is the fourth annual survey of all U.S. School Districts in which Quality Education Data, Inc. gathered data about microcomputer usage as well as a number of other items.

The first QED survey, conducted in the Spring of 1981, was the very first census of this market ever. From the first through the most recent survey, QED has researched usage of microcomputers by brand for all school buildings as well as school districts.

QED has conducted this survey each year in order to obtain comparable numbers and give you solid trending information on which to base your marketing or research planning.

QED has also surveyed the use of video in schools for the past three years. If you would like to receive information summarizing our research in this fast-growing area, please call or write to us.

QED's data is available in detailed form in both the School Territory Guides, state-by-state directories, and the QED Data Base of Mailing Lists.

Do call Toll-Free if you have questions with which QED can help.

Sincerely,

Joanne Hayes

Joanne Hayes
President
QUALITY EDUCATION DATA, INC.

JH:dh

WHAT DATA HAS QED GATHERED THAT DEALS WITH THE USE OF MICROCOMPUTERS IN EDUCATION?

- .Number of units for each school and district by brand
- .Hard data based on telephone calls to every U.S. school district and intermediate unit
- .Which school districts are using microcomputers and brand or combination of brands
- .Names of Microcomputer Software Coordinators in districts
- .Which schools within those districts are using microcomputers and brand or combination of brands
- .Names of Micro Software Coordinators and/or Principals and Librarians
- .Presence of 16mm collections
- .Presence of video equipment
- .Number of students/teachers
- .Correlation between more than 20 pieces of data and presence of microcomputers
- .Tracking of same information for 1981-82, 1982-83, 1983-84 school years for trending information

HOW DID QED OBTAIN ITS MICROCOMPUTER DATA?

- .Called every school district in the Fall of school years 1982-83, 1983-84 and 1984-85
- .Asked if the district used microcomputers for instruction
- .If yes, asked if Apple, Radio Shack, Commodore, Atari, Texas Instruments, IBM, Franklin, or Other Brands
- .If yes, asked name of Microcomputer Supervisor for District
- .Asked which schools used microcomputers for instruction
- .Asked brand used per school
- .Asked number of micros per brand (1983-84 and 1984-85 school year only)
- .In districts with over 5,000 students, inquired as to networking capabilities

Includes all intermediate units and subdistricts of large school districts

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TRENDING INFORMATION

WHAT GROWTH PATTERNS ARE SHOWN BY QED'S MICRO DATA?

DISTRICTS AND SCHOOLS	1981-1982	1982-1983	1983-1984	1984-1985
DISTRICTS				
NO. DISTRICTS WITH MICROCOMPUTERS	6473	9379	12517	15153
NO. DISTRICTS W/OUT MICROCOMPUTERS	10459	7132	4111	1415
% OF DISTRICTS W/MICROCOMPUTERS	38	57	75	91
SCHOOLS				
NO. SCHOOLS WITH MICROCOMPUTERS	14132	30859	55175	70255
W/OUT MICROS IN DISTRICTS W/MICROS	32567	34066	18919	9819
W/OUT MICROS IN DISTS. W/OUT MICROS	39048	18723	8858	1097
TOTAL SCHOOLS	85747	83648	82592	81171
MICROCOMPUTER SUPERVISORS				
BY NAME	6600	10765	11361	13015

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WHAT KIND OF DISTRICT HAS MICROS?

THE LARGER THE STUDENT ENROLLMENT THE MORE LIKELY THE DISTRICT IS TO HAVE MICROS

NO. STUDENTS	NO. DISTRICTS WITH MICRO				TOTAL NUMBER DISTRICTS				% WITH MICRO			
	1982	1983	1984	1985	1982	1983	1984	1985	1982	1983	1984	1985
25000+	220	381	398	371	281	427	407	372	78.3	89.2	97.8	99.7
10000-25000	378	447	451	496	564	522	483	498	67.0	85.6	93.4	99.6
5000-10000	660	885	930	956	1093	1061	1000	958	60.4	83.4	93.0	99.8
2500-5000	1092	1629	1845	1943	2081	2086	2019	1946	52.5	78.0	91.4	99.8
1000-2500	1705	2662	3244	3611	3712	3701	3536	3624	45.9	71.9	91.7	99.6
600-1000	819	1138	1417	1856	1933	1947	1827	1878	42.2	58.4	77.6	98.8
300-600	845	1190	1739	2295	2408	2431	2338	2363	35.1	48.9	74.4	97.1
UNDER 300	629	1047	2028	3625	4374	4336	5018	4929	14.4	24.1	40.4	73.5

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TRENDING INFORMATION

HOW DOES INSTRUCTIONAL DOLLARS PER PUPIL RELATE TO THE PRESENCE OF MICROCOMPUTERS?

SPENDING CATEGORY	NO. WITH MICROS				TOTAL SCHOOLS				% OF SCHOOLS W/MICRO			
	1982	1983	1984	1985	1982	1983	1984	1985	1982	1983	1984	1985
DISTRICTS												
LOW-SPENDING	770	919	958	3481	2816	2487	1651	4434	27.3	36.9	58.0	78.5
MED-SPENDING	3525	5067	6072	7504	9538	9012	8082	8159	36.9	56.2	75.1	92.9
HIGH-SPENDING	2178	3393	5487	4168	4578	5012	6895	3975	47.5	67.7	79.6	95.3
TOTAL	6473	9379	12517	15153	16932	16511	16628	16568	38.2	56.8	75.3	91.4
BUILDINGS												
LOW-SPENDING	841	1572	3832	12859	8308	6752	8538	16429	10.1	23.2	44.9	78.2
MED-SPENDING	6869	15363	28715	35490	49394	46476	44746	40539	13.9	33.0	64.2	87.5
HIGH-SPENDING	6422	13924	22628	21906	28045	30420	29668	25003	22.9	45.7	76.3	87.6
TOTAL	14132	30859	55175	70255	85747	83648	82952	81971	16.5	36.8	66.5	85.7

Low-Spending: Under $45.00
Medium Spending: $45.00 - $74.99
High Spending: $ Over $75.00 (per pupil per year for instructional materials.)

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TRENDING INFORMATION

WHAT SHIFTS ARE THERE IN THE USE OF DIFFERENT BRANDS OF MICROCOMPUTERS?

	PERCENT OF SCHOOL DISTRICTS	PERCENT OF SCHOOLS
APPLE		
1982	21.0	28.0
1983	42.0	47.0
1984	46.0	54.0
1985	75.2	67.9
RADIO SHACK		
1982	9.0	13.0
1983	22.0	21.0
1984	25.0	21.0
1985	38.2	22.8
COMMODORE		
1982	2.0	5.0
1983	9.0	11.0
1984	15.0	14.0
1985	27.7	16.8

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SCHOOL YEAR 1984-1985

DISTRICTS AND SCHOOLS BY BRAND OF MICROCOMPUTERS

BRAND	DISTRICTS W/MICROS	PERCENT OF DISTRICTS	SCHOOLS W/MICRO	PERCENT OF SCHOOLS
APPLE	11392	75.2	47658	67.9
RADIO SHACK	5784	38.2	16015	22.8
COMMODORE	4197	27.7	11797	16.8
ATARI	519	3.4	1801	2.6
TI	537	3.5	1553	2.2
UNKNOWN BRANDS	30	0.2	187	0.3
OTHER BRANDS	4300	28.4	10721	15.3
IBM	1013	6.7	2126	3.0
FRANKLIN	645	4.3	1569	2.2
TOTAL *	28417		93427	
UNDUPLICATED TOTALS	15153		70255	

* Please note that shared brands are double-counted (e.g. a school with both Apple and Atari is counted twice.)

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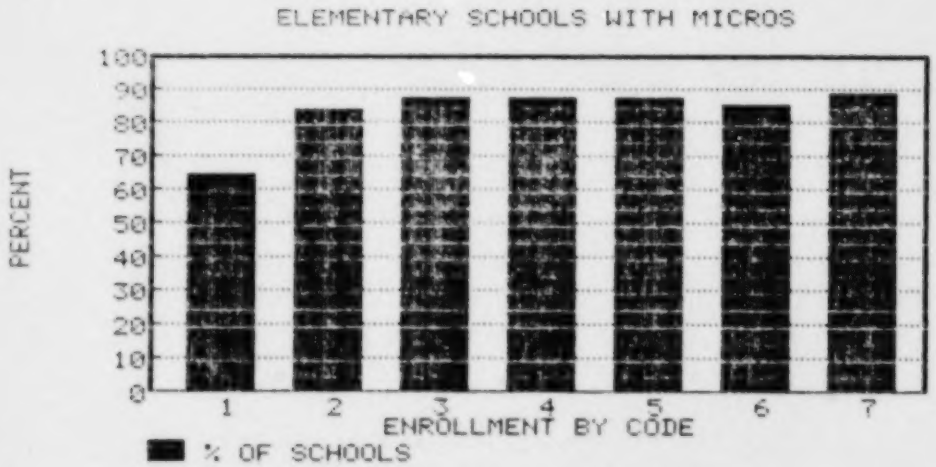
SCHOOL YEAR 1984-1985

ELEMENTARY SCHOOLS BY ENROLLMENT

ENROLLMENT BY CODE	WITH MICRO	TOTAL SCHOOLS	% WITH MICRO
1) UNDER 100	2417	3734	64.7
2) 100-300	12529	14975	83.6
3) 300-500	16389	18664	87.8
4) 500-750	9240	10520	87.8
5) 750-1000	2117	2422	87.4
6) 1000-1500	591	694	85.1
7) 1500+	88	99	88.8
TOTAL	43371	51108	84.8



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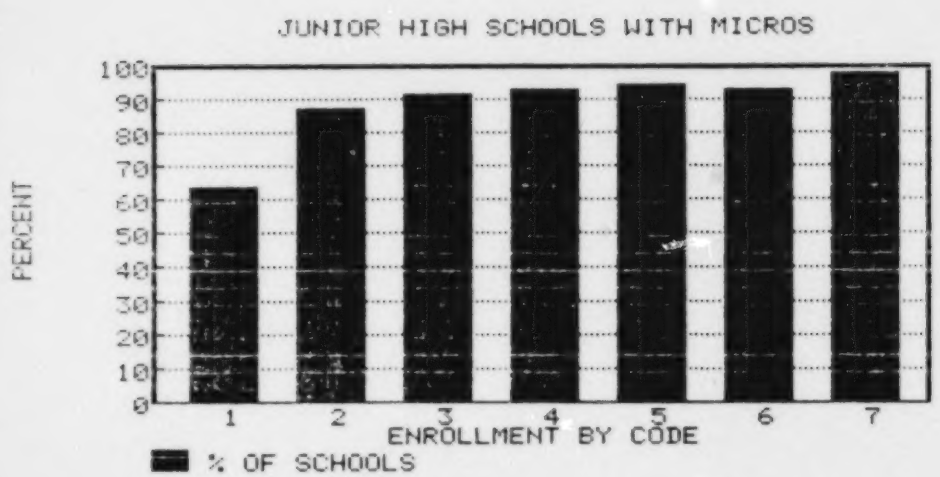
JUNIOR HIGH SCHOOLS BY ENROLLMENT

ENROLLMENT BY CODE	WITH MICRO	TOTAL SCHOOLS	% WITH MICRO
1) UNDER 100	160	250	64.0
2) 100-300	1708	1951	87.5
3) 300-500	2754	2999	91.8
4) 500-750	3405	3650	93.2
5) 750-1000	2139	2258	94.7
6) 1000-1500	1171	1258	93.0
7) 1500+	165	168	98.2
TOTAL	11502	12534	91.8



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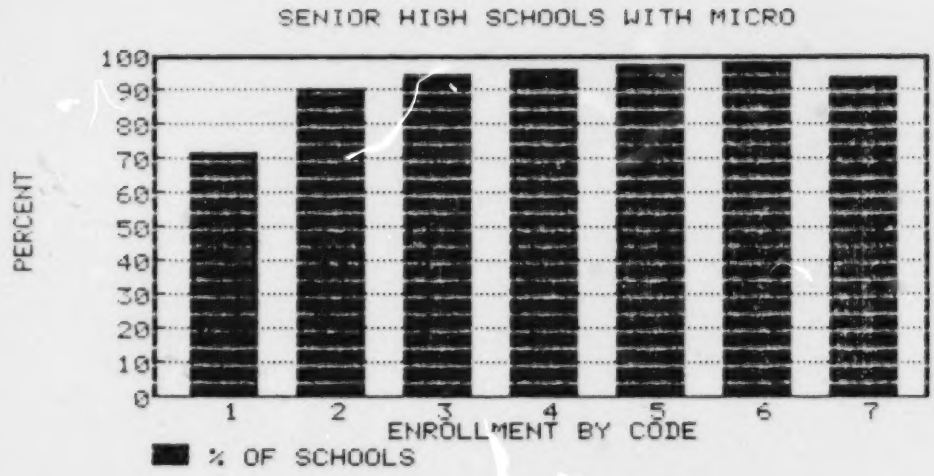
SENIOR HIGH SCHOOLS BY ENROLLMENT

ENROLLMENT BY CODE	WITH MICRO	TOTAL SCHOOLS	% WITH MICRO
1) UNDER 100	751	1046	72.0
2) 100-300	2640	2929	90.1
3) 300-500	2372	2513	94.4
4) 500-750	2325	2411	96.4
5) 750-1000	1698	1739	97.6
6) 1000-1500	2461	2502	98.4
7) 1500+	2127	2170	93.6
TOTAL	14374	15310	93.9



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SCHOOL YEAR 1984-1985

HOW MANY MICROCOMPUTERS BY BRAND ARE IN PUBLIC SCHOOLS?

BRAND	RANK	NO. UNITS	% OF TOTAL UNITS	% OF SCHOOLS
APPLE	1	277445	53.4	67.9
RADIO SHACK	2	102873	19.8	22.8
COMMODORE	3	84169	16.2	16.8
OTHER	4	16626	3.2	15.3
IBM	5	15067	2.9	3.0
FRANKLIN	6	8832	1.7	2.2
ATARI	7	7793	1.5	2.6
TI	8	6754	1.3	2.2
TOTAL		519559		

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SCHOOL YEAR 1984-1985

WHAT IS THE BREAKOUT OF NUMBER OF MICROCOMPUTERS
BY BRAND IN SCHOOLS?

BRAND	1 UNIT	2-5 UNITS	6-10 UNITS	11-20 UNITS	20+ UNITS
APPLE	13392	17277	6514	4193	1454
RADIO SHACK	4478	5047	2233	1971	568
COMMODORE	2647	3849	2302	1549	413
ATARI	457	599	179	91	30
TI	541	497	177	75	13
FRANKLIN	514	562	220	146	25
IBM	722	638	304	281	127

In other words, a total of 13,392 public schools have only one (1) Apple microcomputer and 127 have more than twenty (20+) IBM's.

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SCHOOL YEAR 1984-1985

MICROCOMPUTER USAGE BY EXPENDITURE/ENROLLMENT/GRADE LEVEL

STUDENT ENROLLMENT	ELEM LOW SPENDING	ELEM MED SPENDING	ELEM HIGH SPENDING	JR LOW SPENDING	JR MED SPENDING	JR HIGH SPENDING	SR LOW SPENDING	SR MED SPENDING	SR HIGH SPENDING
UNDER 300	2520	7875	4526	369	1068	428	683	1745	958
300-500	2233	8350	5795	547	1501	703	704	1275	387
500-750	1956	4586	2683	581	1719	1104	598	1270	454
750-1000	567	932	618	319	1096	723	407	872	418
1000-1500	160	171	257	227	555	389	399	1165	896
1500+	20	13	55	24	44	97	232	854	1040
TOTAL	7456	21927	13940	2067	5983	3444	3023	7181	4153

Elem = K-12,PK,K-3,K-6,K-8 Schools
Jr = 6-8/7-8,7-9 Schools
Sr = 7-12,9-12/10-12, Vocational and Alternative Schools.

Low = Under $45.00
Med = $45.00 - $74.99
High = Over $75.00 (per pupil per year for instructional materials)

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SCHOOL YEAR 1984-1985

MICROCOMPUTER USAGE BY EXPENDITURE/ENROLLMENT/NO. UNITS

EXPENDITURE BY ENROLLMENT	SCHOOLS WITH MICRO	SCHOOLS WITH 6+	TOTAL SCHOOLS	% WITH MICRO	% WITH 6+ UNITS
LOW ALL	12808	4432	15538	82	34.6
LOW UNDER 300	3812	788	5326	72	20.6
LOW 300-500	3492	573	4090	16	85.3
LOW OVER 500	5504	2531	6122	90	50.0
MEDIUM ALL	35490	13295	40539	88	37.5
MED. UNDER 300	10992	2443	13740	80	22.2
MED. 300-500	11150	3911	12404	90	35.7
MED. OVER 500	13348	6941	14395	93	52.0
HIGH ALL	21906	7634	25003	88	34.8
HIGH UNDER 300	6173	1580	7589	81	25.6
HIGH 300-500	6923	3573	7777	52	89.1
HIGH OVER 500	8810	3825	9627	92	43.4

Low = Under $45.00
Medium = $45.00 - $74.99
High = Over $75.00 (per pupil per year for instructional materials)

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QED'S SURVEY OF PUBLIC SCHOOLS
MICROCOMPUTER UNITS BY STATE - FALL 1984

STATE	RANK BY MICRO DENSITY	NUMBER SCHOOLS	SCHOOLS W/ MICROS	NUMBER UNITS	UNITS PER SCHOOL
ALABAMA	46	1399	1115	5999	4.29
ALASKA	1	430	371	3493	8.12
ARIZONA	13	908	762	9117	10.04
ARKANSAS	27	1109	960	6172	5.57
CALIFORNIA	44	7537	6878	42430	5.63
COLORADO	5	1244	1167	10783	8.67
CONNECTICUT	8	973	870	8815	9.06
DELAWARE	24	162	134	1311	8.09
DIST. OF COL	48	188	188	700	3.72
FLORIDA	20	2193	1940	23491	10.71
GEORGIA	49	1815	1432	7737	4.26
HAWAII	38	243	46	1972	8.12
IDAHO	35	549	491	2946	5.37
ILLINOIS	41	3903	3462	20740	5.31
INDIANA	12	1917	1797	17766	9.27
IOWA	17	1564	1465	8447	5.40
KANSAS	14	1482	1344	7153	4.83
KENTUCKY	32	1399	1105	8367	5.98
LOUISIANA	50	1549	1023	5155	3.33
MAINE	29	751	631	2887	3.84
MARYLAND	34	1238	903	8643	6.98
MASSACHUSETTS	30	1828	1645	12181	6.66
MICHIGAN	25	3351	3094	23067	6.88
MINNESOTA	2	1445	1409	18280	12.65
MISSISSIPPI	51	942	642	2724	2.89
MISSOURI	37	1985	1593	9619	4.85
MONTANA	6	716	577	3134	4.38
NEBRASKA	9	1111	861	4841	4.36
NEVADA	19	287	266	2465	8.59
NEW HAMPSHIRE	42	439	395	1743	3.97
NEW JERSEY	28	2314	2090	16234	7.02
NEW MEXICO	21	623	448	4236	6.80
NEW YORK	36	3980	3569	32020	8.05
NORTH CAROLINA	43	1990	1880	11963	6.01
NORTH DAKOTA	10	500	437	2132	4.26
OHIO	40	3889	3357	20599	5.30
OKLAHOMA	26	1792	1419	8569	4.78
OREGON	7	1236	1165	8539	6.91
PENNSYLVANIA	31	3377	2806	22761	6.74
RHODE ISLAND	18	290	261	2270	7.83
SOUTH CAROLINA	47	1150	936	4916	4.27
SOUTH DAKOTA	3	616	468	3099	5.03
TENNESSEE	45	1669	1421	7572	4.54
TEXAS	33	5425	4248	38759	7.14
UTAH	23	684	624	5829	8.52
VERMONT	16	384	345	1585	4.13
VIRGINIA	39	1771	1550	11346	6.41
WASHINGTON	11	1643	1521	13356	8.13
WEST VIRGINIA	22	1120	977	5991	5.35
WISCONSIN	15	1926	1834	13136	6.82
WYOMING	4	365	333	2469	6.76
Total		81,401	70,255	519,559	6.38

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QED'S SURVEY FALL 1984

HOW DO STATES COMPARE IN THE NUMBER OF STUDENTS PER MICRO?

*RANK 1984	STATE	*RANK 1983	NO. OF STUDENTS	NO. UNITS	STUDENTS PER MICRO
1	ALASKA	12	94989	3493	27.19
2	MINNESOTA	2	720180	18280	39.40
3	SOUTH DAKOTA	1	122733	3099	39.60
4	WYOMING	7	100659	2469	40.77
5	COLORADO	9	538612	10783	49.95
6	MONTANA	3	162063	3134	51.71
7	OREGON	19	443437	8539	51.93
8	CONNECTICUT	25	468574	8815	53.16
9	NEBRASKA	11	264010	4841	54.54
10	NORTH DAKOTA	22	116272	2132	54.54
11	WASHINGTON	10	729241	13356	54.60
12	INDIANA	18	977886	17766	55.04
13	ARIZONA	21	515898	9117	56.59
14	KANSAS	6	405334	7153	56.67
15	WISCONSIN	15	774248	13136	58.94
16	VERMONT	4	93425	1585	58.94
17	IOWA	5	498265	8447	58.99
18	RHODE ISLAND	38	136252	2270	60.02
19	NEVADA	35	150247	2465	60.95
20	FLORIDA	14	1435010	23491	61.09
21	NEW MEXICO	30	262469	4236	61.96
22	WEST VIRGINIA	41	374292	5991	62.48
23	UTAH	8	374041	5829	64.17
24	DELAWARE	31	88610	1311	67.59
25	MICHIGAN	17	1608865	23067	69.75
26	OKLAHOMA	16	599966	8569	70.02
27	ARKANSAS	34	436226	6172	70.68
28	NEW JERSEY	20	1148191	16234	70.73
29	MAINE	28	210224	2887	72.82
30	MASSACHUSETTS	13	899024	12181	73.81
31	PENNSYLVANIA	36	1714269	22761	75.32
32	KENTUCKY	42	638143	8367	76.27
33	TEXAS	33	2965606	38759	76.51
34	MARYLAND	43	685192	8643	79.28
35	IDAHO	29	245842	2946	83.45
36	NEW YORK	26	2673573	32020	83.50
37	MISSOURI	39	809142	9619	84.12
38	HAWAII	51	168209	1972	85.30
39	VIRGINIA	37	976078	11346	86.03
40	OHIO	40	1819507	20599	88.33
41	ILLINOIS	27	1841000	20740	88.77
42	NEW HAMPSHIRE	23	156141	1743	89.58
43	NORTH CAROLINA	45	1104501	11963	92.33
44	CALIFORNIA	32	4153927	42430	97.90
45	TENNESSEE	44	823588	7572	108.77
46	ALABAMA	49	724344	5999	120.74
47	SOUTH CAROLINA	46	612875	4916	124.67
48	DIST. OF COL	24	89491	700	127.84
49	GEORGIA	47	1038007	7737	134.16
50	LOUISIANA	48	776487	5155	150.63
51	MISSISSIPPI	50	462652	2724	169.84
Total			39,227,817	519,559	75.5

03/11/85

SCHOOL YEAR 1984-1985

TOP 50 DISTRICTS IN USE OF MICROCOMPUTERS

BRAND	NO. UNITS	NO. DISTRICTS
APPLE	35672	46
RADIO SHACK	16418	34
COMMODORE	7814	28
ATARI	3892	10
IBM	5222	25
FRANKLIN	1913	6
TI	3156	5
OTHER	1409	7
TOTAL	75496	50

The Top 50 Districts, in terms of student enrollment, represent:

- 6.29 million students
- 9.2 thousand schools
- 75.5 thousand micros
- 8 micros per school

For a more detailed report on these and any other data presented in this report, please contact QED.

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